

METHOD AND SYSTEM FOR AUTOMATED ELECTRONIC CONVEYANCE OF HIDDEN DATA

ABSTRACT OF THE DISCLOSURE

A transformation of a data object called a personal logo contains personal data for transmitting from a client computer to a server computer. The personal data is embedded into transformation coefficients derived using one of several encoding techniques. The personal data is extracted from the transformation coefficients by the server computer to complete the transaction. The personal logo is created by or selected by a user and is made unique using a randomization algorithm to ensure differentiation from every other personal logo. Personal data is embedded into the unique personal logo in a way that hides it and makes it difficult for an unauthorized party to extract. The personal data includes data use limitations that limit what an authorized receiver may do with the personal data after receipt. Network transactions are automated through the creation of a drag-and-drop interface representing the act of data transmission. The particular personal data to be transmitted is requested by an application server and approved by the user. Keystroke errors are limited due to the automated nature of the transaction.